

Course de la Saint-Michel

DATE: Sunday, September 21, 2025
LOCATION: Brens, Auvergne-Rhône-Alpes, FR

Event Description

Course de la Saint-Michel is a premier sports event in Brens. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 30/100

Expected Attendance: 99 people

Event ID: CjbxIBdr3T9DFPu7JP

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 40 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.